



Tough Cookies: Leadership Lessons from 100 Years of the Girl Scouts

Kathy Cloninger

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Tough Cookies: Leadership Lessons from 100 Years of the Girl Scouts Kathy Cloninger **Fundamental principles for how Girl Scouts USA is run and why it's so successful**

Millions of American businesswomen, thought leaders, and politicians received their first lessons in salesmanship, money management, marketing, teamwork, and fulfillment in the Girl Scouts. The Girl Scouts has shaped the lives of more than 50 million alumnae alive today. Eighty percent of American female senior business executives and business owners are former Girl Scouts. In March 2012, the Girl Scouts will celebrate their 100th anniversary. *Tough Cookies* captures the essence of this iconic organization and the principles that have allowed them to build and sustain a 100-year-old organization.

Under current CEO Kathy Cloninger's leadership, the Girl Scouts has transformed and enhanced its ability to develop leadership in young women. *Tough Cookies* outlines the rise of the Girl Scouts, this recent and dramatically successful shift, and lessons that are applicable to make any business or organization a success.

- An inspiring story of the Girl Scouts founding, along with leadership and business lessons that can be applied to organizations of any size
- No other organization compares to Girl Scouts in size, experience, and resources devoted to developing leadership skills
- Publication coincides with the 100-year anniversary of GSUSA

What can your business learn from the Girl Scouts?

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